

ESTTA Tracking number: **ESTTA313367**

Filing date: **10/26/2009**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

## Notice of Opposition

Notice is hereby given that the following party opposes registration of the indicated application.

### Opposer Information

Name	The Sun Products Corporation
Granted to Date of previous extension	10/25/2009
Address	60 Danbury Road Wilton, CT 06897 UNITED STATES
Attorney information	Tracy-Gene G. Durkin Sterne, Kessler, Goldstein & Fox P.L.L.C. 1100 New York Avenue, NW Washington, DC 20005 UNITED STATES tdurkin@skgf.com, jklass@skgf.com, tm@skgf.com Phone:202-371-2600

### Applicant Information

Application No	77534067	Publication date	04/28/2009
Opposition Filing Date	10/26/2009	Opposition Period Ends	10/25/2009
Applicant	Allstar Marketing Group, LLC 4 Skyline Drive Hawthorne, NY 10532 UNITED STATES		

### Goods/Services Affected by Opposition

Class 024. All goods and services in the class are opposed, namely: Fleece blankets and throws
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### Grounds for Opposition

Priority and likelihood of confusion	Trademark Act section 2(d)
Dilution	Trademark Act section 43(c)

### Marks Cited by Opposer as Basis for Opposition

U.S. Registration No.	1246754	Application Date	07/31/1981
Registration Date	08/02/1983	Foreign Priority Date	NONE
Word Mark	SNUGGLE		
Design Mark			

Description of Mark	NONE
Goods/Services	Class 003. First use: First Use: 1981/07/13 First Use In Commerce: 1981/07/13 Fabric Softener

U.S. Registration No.	2701266	Application Date	08/22/2001
Registration Date	03/25/2003	Foreign Priority Date	NONE

Word Mark	SNUGGLE
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Design Mark	
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Description of Mark	NONE
Goods/Services	Class 003. First use: First Use: 2002/02/04 First Use In Commerce: 2002/02/04 fabric softener

U.S. Registration No.	1599689	Application Date	09/26/1985
Registration Date	06/05/1990	Foreign Priority Date	NONE

Word Mark	SNUGGLE
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Design Mark	
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Description of Mark	NONE
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Goods/Services	Class 028. First use: First Use: 1982/10/01 First Use In Commerce: 1982/10/01 TOY BEARS
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Attachments	76303278#TMSN.gif ( 1 page )( bytes ) snuggie067NOO.pdf ( 32 pages )(908947 bytes )
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## Certificate of Service

The undersigned hereby certifies that a copy of this paper has been served upon all parties, at their address record by Overnight Courier on this date.

Signature	/Tracy Durkin/
Name	Tracy-Gene G. Durkin
Date	10/26/2009



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

In re Trademark Application No.: 77/534,067

Filed: July 29, 2008

Mark: SNUGGIE

Published in the Official Gazette:  
April 28, 2009

The Sun Products Corporation,

*Opposer,*

v.

Allstar Marketing Group, LLC,

*Applicant.*

Opposition No. \_\_\_\_\_

Atty Docket: 3818.001OPT0/TGD/JMK

NOTICE OF OPPOSITION

Commissioner for Trademarks  
P.O. Box 1451  
Alexandria, Virginia 22313-1451

Madam:

Opposer, The Sun Products Corporation (hereinafter "Sun" or "Opposer"), a Delaware corporation, having its principal place of business at 60 Danbury Street, Wilton, CT 06897, believes it will be damaged by registration of U.S. Application No. 77/534,067 for the mark SNUGGIE to Allstar Marketing Group, LLC (hereinafter "Applicant"), and hereby opposes the same.

The grounds for opposition are:

1. Sun is a Delaware corporation, having its principal place of business at 60 Danbury Street, Wilton, CT 06897.

2. Sun is engaged in the manufacture, marketing, distributing, and selling of fabric softener and related fabric care products.

3. On information and belief, Applicant is a New York limited liability company having a place of business at 4 Skyline Drive, Hawthorne, NY 10532.

4. Applicant filed U.S. Application Serial No. 77/534,067 (the "'067 application") on July 29, 2008 to register the mark SNUGGIE for use with "Fleece blankets and throws" ("Applicant's Goods") in International Class 24.

5. The application was filed under Section 1(b) of the Trademark Act, based on the intent to use the mark in commerce.

6. Sun is the owner of the trademark SNUGGLE (the "SNUGGLE Mark") and the following registrations therefor, issued by the United States Patent and Trademark Office:

**SNUGGLE:** Registration No. 1,246,754 for fabric softener in International Class 3, registered on August 2, 1983.

**SNUGGLE (stylized):** Registration No. 2,701,266 for fabric softener in International Class 3, registered on March 25, 2003.

**SNUGGLE:** Registration No. 1,599,689 for toy bears in International Class 28, registered on June 5, 1990.

The above-listed registrations are valid, subsisting, incontestable, unrevoked and uncanceled. Copies of the registration certificates, TARR status printouts and Trademark Assignment Abstracts of Title showing Sun's ownership of these registrations are attached as Exhibit A.

Sun has rights in and to, and has promoted and sold fabric softener and various other products under the SNUGGLE Mark under its own name or through its predecessors-in-interest and/or licensees, dating back to at least as early as July 13, 1981, a date long prior to the filing date of the '067 application.

8. Use of the SNUGGLE Mark by Sun and its predecessors-in-interest has been continuous and uninterrupted since the date of first use of the mark.

9. For many years, and long prior to any date upon which Applicant can rely for purposes of priority, Opposer or its predecessors-in-interest and/or licensees have used the SNUGGLE Mark in commerce in connection with the nationwide manufacture, production, distribution, sale and promotion of fabric softener, and on various other products, including toy bears, porcelain figurines, junior apparel and tote bags. As a result of these efforts, Opposer's SNUGGLE Mark is famous in the United States and is associated with Opposer and its high quality products only. Opposer's SNUGGLE Mark became famous long before the filing date of Applicant's application, was famous on the filing date of Applicant's application and is famous as of the date of filing this opposition.

10. The marks SNUGGLE and SNUGGIE are confusingly similar in look, sound, meaning and overall commercial impression.

11. Applicant is not entitled to register the mark SNUGGIE with Applicant's Goods because consumers familiar with Opposer's SNUGGLE Mark used in connection with fabric softeners, toy bears and other products are likely to believe, mistakenly, that Applicant or Applicant's Goods emanate from, are sponsored, endorsed or authorized by, or are otherwise associated with Opposer in violation of Section 2(d) of the Trademark Act, as amended, 15 U.S.C. §1052(d). As a result, the granting of the registration will cause substantial damage and injury to Opposer.

12. Use or registration by Applicant of the SNUGGIE mark for Applicant's Goods is likely to dilute Opposer's famous SNUGGLE Mark, in violation of Section 43 of the Trademark Act, as amended, 15 U.S.C. §1125(c). As a result, the granting of the registration will cause substantial damage and injury to Opposer.

WHEREFORE, Sun respectfully requests that this Opposition be sustained and that registration of the mark SNUGGIE of U.S. Application No. 77/534,067 be refused.

Appl. No. 77/534,067  
Applicant: Allstar Marketing Group, LLC  
Opposer: The Sun Products Corporation

Sun submits herewith the statutory filing fee of \$300.00 for one (1) class of goods at \$300.00 per class, as set forth under 37 C.F.R. § 2.6(a)(17).

Respectfully submitted,

STERNE, KESSLER, GOLDSTEIN & FOX P.L.L.C.

A handwritten signature in black ink, appearing to read "Tracy G. Durkin".

Tracy-Gene G. Durkin  
Jeremy M. Klass  
Attorneys for Opposer  
The Sun Products Corporation

Date: October 26, 2009  
1100 New York Avenue, NW  
Washington, DC 20005  
Telephone: (202) 371-2600  
Facsimile: (202) 371-2540

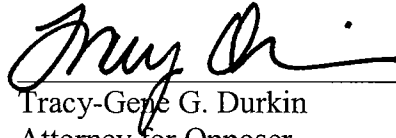


Appl. No. 77/534,067  
Applicant: Allstar Marketing Group, LLC  
Opposer: The Sun Products Corporation

CERTIFICATE OF SERVICE

I hereby certify that a true and complete copy of Opposer's NOTICE OF OPPOSITION was served upon Applicant on October 25, 2009, by forwarding the same, via Federal Express, to:

Adam E. Schwartz, Esquire  
**Kane Kessler, P.C.**  
26<sup>th</sup> Floor  
1350 Avenue of the Americas  
New York, NY 10019

A handwritten signature in black ink, appearing to read "Tracy G. Durkin", is written over a horizontal line.

Tracy-Gene G. Durkin  
Attorney for Opposer  
The Sun Products Corporation

# EXHIBIT A

**Int. Cl.: 3**

**Prior U.S. Cl.: 6**

**United States Patent and Trademark Office**

**Reg. No. 1,246,754**

**Registered Aug. 2, 1983**

**TRADEMARK**  
**Principal Register**

**SNUGGLE**

Lever Brothers Company (Maine corporation)  
390 Park Ave.  
New York, N.Y. 10022

For: FABRIC SOFTENER, in CLASS 3 (U.S.  
Cl. 6).  
First use Jul. 13, 1981; in commerce Jul. 13, 1981.  
Owner of U.S. Reg. No. 1,178,774.

Ser. No. 321,562, filed Jul. 31, 1981.

E. P. HARAB, Examining Attorney

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**This page was generated by the TARR system on 2009-10-23 17:01:02 ET**

**Serial Number:** 73321562 Assignment Information      Trademark Document Retrieval

**Registration Number:** 1246754

**Mark (words only):** SNUGGLE

**Standard Character claim:** No

**Current Status:** This registration has been renewed.

**Date of Status:** 2003-10-24

**Filing Date:** 1981-07-31

**Transformed into a National Application:** No

**Registration Date:** 1983-08-02

**Register:** Principal

**Law Office Assigned:** (NOT AVAILABLE)

**If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov**

**Current Location:** 40S -Scanning On Demand

**Date In Location:** 2008-04-22

---

#### LAST APPLICANT(S)/OWNER(S) OF RECORD

---

1. THE SUN PRODUCTS CORPORATION

**Address:**

THE SUN PRODUCTS CORPORATION  
60 DANBURY ROAD  
WILTON, CT 06897  
United States

**Legal Entity Type:** Corporation

**State or Country of Incorporation:** Delaware

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#### GOODS AND/OR SERVICES

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**International Class:** 003

**Class Status:** Active

Fabric Softener

**Basis:** 1(a)

**First Use Date:** 1981-07-13

**First Use in Commerce Date:** 1981-07-13

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#### ADDITIONAL INFORMATION

---

**Prior Registration Number(s):**

1178774

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#### MADRID PROTOCOL INFORMATION

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(NOT AVAILABLE)

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#### PROSECUTION HISTORY

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**NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.**

2009-07-27 - Attorney Revoked And/Or Appointed

2009-07-27 - TEAS Revoke/Appoint Attorney Received

2009-06-10 - Automatic Update Of Assignment Of Ownership

2009-02-17 - Attorney Revoked And/Or Appointed

2009-02-17 - TEAS Revoke/Appoint Attorney Received

2008-10-22 - Assignment Of Ownership Not Updated Automatically

2008-09-17 - Automatic Update Of Assignment Of Ownership

2008-07-08 - Attorney Revoked And/Or Appointed

2008-07-08 - TEAS Revoke/Appoint Attorney Received

2008-04-22 - Case File In TICS

2006-11-25 - Review Of Correspondence Complete

2005-05-27 - PAPER RECEIVED

2004-10-01 - TEAS Change Of Correspondence Received

2003-10-24 - First renewal 10 year

2003-10-24 - Section 8 (10-year) accepted/ Section 9 granted  
2003-07-23 - Combined Section 8 (10-year)/Section 9 filed  
2003-07-23 - PAPER RECEIVED  
1990-05-04 - Cancellation terminated for Proceeding  
1990-05-04 - Cancellation terminated for Proceeding  
1990-03-07 - Section 8 (6-year) accepted  
1990-03-06 - Post Registration action mailed Section 8 & 15  
1990-02-15 - Cancellation dismissed for Proceeding  
1989-07-26 - Section 8 (6-year) and Section 15 Filed  
1983-08-02 - Registered - Principal Register  
1983-05-10 - Published for opposition  
1983-08-02 - Registered - Principal Register  
1983-05-10 - Published for opposition  
1983-03-29 - Notice of publication  
1983-03-15 - Approved for Pub - Principal Register (Initial exam)  
1982-08-23 - Non-final action mailed  
1982-08-10 - Assigned To Examiner

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Tracy-Gene G. Durkin

**Correspondent**

Tracy-Gene G. Durkin  
Sterne, Kessler, Goldstein & Fox P.L.L.C  
1100 New York Avenue, NW  
Washington DC 20005  
Phone Number: (202) 371-2600  
Fax Number: (202) 371-2540

**Domestic Representative**

Preston C. Regehr

Phone Number: 801-805-3688

Fax Number: 8018528203

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## Assignments on the Web > Trademark Query

### Trademark Assignment Abstract of Title

#### Total Assignments: 11

**Serial #:** 73321562

**Filing Dt:** 07/31/1981

**Reg #:** 1246754

**Reg. Dt:** 08/02/1983

**Registrant:** Lever Brothers Company

**Mark:** SNUGGLE

#### Assignment: 1

**Reel/Frame:** 0690/0610

**Received:**

**Recorded:** 02/05/1990

**Pages:** 0

**Conveyance:** CHANGE OF NAME

**Assignor:** LEVER BROTHERS COMPANY

**Exec Dt:** 06/30/1989

**Entity Type:** UNKNOWN

**Citizenship:** NONE

**Entity Type:** UNKNOWN

**Citizenship:** NONE

**Assignee:** CONOPCO, INC.

**Correspondent:** LEVER BROTHERS COMPANY  
33 BENEDICT PLACE  
GREENWICH, CT 06836-6000

#### Assignment: 2

**Reel/Frame:** 0799/0158

**Received:**

**Recorded:** 07/01/1991

**Pages:** 18

**Conveyance:** CHANGE OF NAME

**Assignor:** LEVER BROTHERS COMPANY

**Exec Dt:** 06/30/1989

**Entity Type:** CORPORATION

**Citizenship:** MAINE

**Entity Type:** CORPORATION

**Citizenship:** NONE

**Assignee:** CONOPCO, INC.

390 PARK AVE.  
NEW YORK, NEW YORK

**Correspondent:** KENNETH C. LEONARD  
CHESEBROUGH POND'S INC.  
33 BENEDICT PLACE  
GREENWICH, CT 06836-6000

#### Assignment: 3

**Reel/Frame:** 0772/0336

**Received:**

**Recorded:** 01/14/1991

**Pages:** 10

**Conveyance:** ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**Assignor:** CONOPCO, INC.

**Exec Dt:** 01/01/1990

**Entity Type:** CORPORATION

**Citizenship:** NEW YORK

**Entity Type:** CORPORATION

**Citizenship:** DELAWARE

**Assignee:** LEVER INVESTMENTS CORPORATION

501 SILVERSIDE ROAD  
WILMINGTON, DELAWARE 19809

**Correspondent:** CHESEBROUGH - POND'S USA CO.  
33 BENEDICT PLACE  
P. O. BOX 6000  
GREENWICH, CT 06836-6000

#### Assignment: 4

**Reel/Frame:** 0714/0276

**Received:**

**Recorded:** 04/18/1990

**Pages:** 0

**Conveyance:** MERGER AND CHANGE OF NAME

**Assignors:** CONOPCO, INC., MERGED INTO

**Exec Dt:** 03/20/1990



CHESEBROUGH-POND'S INC.

**Assignees:** CHESEBROUGH-POND'S INC.

CONOPCO, INC.

**Correspondent:** CHESEBROUGH-POND'S INC.  
P.O. BOX 6000  
33 BENEDICT PLACE  
GREENWICH, CT 06836-6000

**Assignment: 5**

**Reel/Frame:** 2021/0665      **Received:** 02/24/2000

**Recorded:** 02/07/2000      **Pages:** 10

**Conveyance:** MERGER

**Assignor:** LEVER INVESTMENTS CORPORATION

**Exec Dt:** 12/31/1999

**Entity Type:** CORPORATION

**Citizenship:** DELAWARE

**Entity Type:** CORPORATION

**Citizenship:** DELAWARE

**Assignee:** CHESEBROUGH-POND'S, INC.  
501 SILVERSIDE ROAD  
WILMINGTON, DELAWARE 19809

**Correspondent:** UNILEVER UNITED STATES, INC  
ROLAND RODRIQUEZ  
LEVER HOUSE  
390 PARK AVENUE  
NEW YORK, NY 10022

**Assignment: 6**

**Reel/Frame:** 3186/0419      **Received:** 07/07/2005

**Recorded:** 05/27/2005      **Pages:** 13

**Conveyance:** MERGER

**Assignor:** CHESEBROUGH-POND'S INC.

**Exec Dt:** 05/03/2005

**Entity Type:** CORPORATION

**Citizenship:** DELAWARE

**Entity Type:** CORPORATION

**Citizenship:** NEW YORK

**Assignee:** CONOPCO, INC.  
33 BENEDICT PLACE  
GREENWICH, CONNECTICUT 06830

**Correspondent:** KENNETH LEONARD, ESQ.  
UNILEVER  
33 BENEDICT PLACE  
GREENWICH, CT 06830

**Assignment: 7**

**Reel/Frame:** 3177/0626      **Received:** 06/20/2005

**Recorded:** 06/13/2005      **Pages:** 12

**Conveyance:** ASSIGNS THE ENTIRE INTEREST

**Assignor:** CONOPCO, INC. DBA UNILEVER

**Exec Dt:** 05/08/2005

**Entity Type:** CORPORATION

**Citizenship:** NEW YORK

**Entity Type:** CORPORATION

**Citizenship:** DELAWARE

**Assignee:** UNILEVER SUPPLY CHAIN, INC.  
1 JOHN STREET  
CLINTON, CONNECTICUT 06413

**Correspondent:** ROWENA DELEON  
UNILEVER  
33 BENEDICT PLACE  
GREENWICH, CT 06830

**Assignment: 8**

**Reel/Frame:** 3852/0862      **Received:** 09/14/2008**Recorded:** 09/14/2008**Pages:** 23**Conveyance:** ASSIGNS THE ENTIRE INTEREST**Assignor:** UNILEVER SUPPLY CHAIN, INC.**Exec Dt:** 09/08/2008**Entity Type:** CORPORATION**Citizenship:** DELAWARE**Entity Type:** LIMITED LIABILITY  
COMPANY**Citizenship:** DELAWARE**Assignee:** SPOTLESS U.S. ACQUISITIONS LLC

15 W. SOUTH TEMPLE

SUITE 1400

SALT LAKE CITY, UTAH 84101

**Correspondent:** HAYLEY M. SMITH, SR. LEGAL ASSISTANT

KIRKLAND &amp; ELLIS LLP

153 EAST 53RD STREET

NEW YORK, NY 10022

**Assignment: 9****Reel/Frame:** 3870/0397      **Received:** 10/14/2008**Recorded:** 10/14/2008**Pages:** 13**Conveyance:** FIRST LIEN GRANT OF SECURITY INTEREST IN TRADEMARK RIGHTS**Assignor:** SPOTLESS U.S. ACQUISITIONS LLC**Exec Dt:** 09/08/2008**Entity Type:** LIMITED LIABILITY  
COMPANY**Citizenship:** DELAWARE**Entity Type:** NATIONAL BANKING  
ASSOCIATION**Citizenship:** NONE**Assignee:** JPMORGAN CHASE BANK, N.A., AS ADMINISTRATIVE AGENT

P.O. BOX 2558

HOUSTON, TEXAS 77252

**Correspondent:** MINDY M. LOK, ESQ.

SIMPSON THACHER &amp; BARTLETT LLP

425 LEXINGTON AVENUE

NEW YORK, NY 10017

**Assignment: 10****Reel/Frame:** 3870/0410      **Received:** 10/14/2008**Recorded:** 10/14/2008**Pages:** 13**Conveyance:** SECOND LIEN GRANT OF SECURITY INTEREST IN TRADEMARK RIGHTS**Assignor:** SPOTLESS U.S. ACQUISITIONS LLC**Exec Dt:** 09/08/2008**Entity Type:** LIMITED LIABILITY  
COMPANY**Citizenship:** DELAWARE**Entity Type:** NATIONAL BANKING  
ASSOCIATION**Citizenship:** NONE**Assignee:** JPMORGAN CHASE BANK, N.A., AS COLLATERAL AGENT

P.O. BOX 2558

HOUSTON, TEXAS 77252

**Correspondent:** MINDY M. LOK, ESQ.

SIMPSON THACHER &amp; BARTLETT LLP

425 LEXINGTON AVENUE

NEW YORK, NY 10017

**Assignment: 11****Reel/Frame:** 3999/0611      **Received:** 06/05/2009**Recorded:** 06/05/2009**Pages:** 9**Conveyance:** ASSIGNS THE ENTIRE INTEREST**Assignor:** SPOTLESS U.S. ACQUISITIONS LLC**Exec Dt:** 06/02/2009**Entity Type:** LIMITED LIABILITY  
COMPANY**Citizenship:** DELAWARE**Entity Type:** CORPORATION**Citizenship:** DELAWARE**Assignee:** THE SUN PRODUCTS CORPORATION

60 DANBURY ROAD

WILTON, CONNECTICUT 06897

**Correspondent:** TRACY-GENE G. DURKIN

1100 NEW YORK AVENUE, NW

STERNE, KESSLER, GOLDSTEIN &amp; FOX P.L.L.C

WASHINGTON, DC 20005

Search Results as of: 10/23/2009 04:59 PM

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Web interface last modified: October 18, 2008 v.2.0.2

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**Int. Cl.: 3**

**Prior U.S. Cls.: 1, 4, 6, 50, 51, and 52**

**United States Patent and Trademark Office**

**Reg. No. 2,701,266**

**Registered Mar. 25, 2003**

**TRADEMARK  
PRINCIPAL REGISTER**

**Snuggle**

**CHESEBROUGH-POND'S INC. (DELAWARE  
CORPORATION)  
501 SILVERSIDE ROAD  
WILMINGTON, DE 19809**

**OWNER OF U.S. REG. NOS. 1,178,774, 2,341,483,  
AND OTHERS.**

**FOR: FABRIC SOFTENER, IN CLASS 3 (U.S. CLS.  
1, 4, 6, 50, 51 AND 52).**

**SN 76-303,278, FILED 8-22-2001.**

**FIRST USE 2-4-2002; IN COMMERCE 2-4-2002.**

**SOPHIA S. KIM, EXAMINING ATTORNEY**

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This page was generated by the TARR system on 2009-10-23 17:02:06 ET

Serial Number: 76303278 Assignment Information Trademark Document Retrieval

Registration Number: 2701266

Mark



(words only): SNUGGLE

Standard Character claim: No

Current Status: Section 8 and 15 affidavits have been accepted and acknowledged.

Date of Status: 2009-02-27

Filing Date: 2001-08-22

Transformed into a National Application: No

Registration Date: 2003-03-25

Register: Principal

Law Office Assigned: LAW OFFICE 106

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov)

Current Location: 830 -Post Registration

Date In Location: 2009-02-27

---

**LAST APPLICANT(S)/OWNER(S) OF RECORD**

---

1. THE SUN PRODUCTS CORPORATION

Address:

THE SUN PRODUCTS CORPORATION  
60 DANBURY ROAD  
WILTON, CT 06897  
United States  
**Legal Entity Type:** Corporation  
**State or Country of Incorporation:** Delaware

---

**GOODS AND/OR SERVICES**

---

**International Class:** 003  
**Class Status:** Active  
fabric softener  
**Basis:** 1(a)  
**First Use Date:** 2002-02-04  
**First Use in Commerce Date:** 2002-02-04

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**ADDITIONAL INFORMATION**

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**Prior Registration Number(s):**  
1178774  
1246754  
2332490  
2341483

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**MADRID PROTOCOL INFORMATION**

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(NOT AVAILABLE)

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**PROSECUTION HISTORY**

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**NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.**

2009-07-27 - Attorney Revoked And/Or Appointed  
2009-07-27 - TEAS Revoke/Appoint Attorney Received  
2009-06-10 - Automatic Update Of Assignment Of Ownership  
2009-02-27 - Section 8 (6-year) accepted & Section 15 acknowledged  
2009-02-17 - Attorney Revoked And/Or Appointed  
2009-02-17 - TEAS Revoke/Appoint Attorney Received  
2009-02-17 - Assigned To Paralegal

2009-02-13 - TEAS Section 8 & 15 Received  
2008-10-22 - Assignment Of Ownership Not Updated Automatically  
2008-09-17 - Automatic Update Of Assignment Of Ownership  
2008-07-07 - Attorney Revoked And/Or Appointed  
2008-07-07 - TEAS Revoke/Appoint Attorney Received  
2008-05-01 - Case File In TICSRS  
2006-04-28 - Attorney Revoked And/Or Appointed  
2006-04-28 - TEAS Revoke/Appoint Attorney Received  
2006-04-11 - TEAS Change Of Correspondence Received  
2005-05-27 - PAPER RECEIVED  
2004-09-16 - TEAS Change Of Correspondence Received  
2003-03-25 - Registered - Principal Register  
2003-01-13 - Allowed for Registration - Principal Register (SOU accepted)  
2003-01-09 - Assigned To Examiner  
2002-12-31 - Statement of use processing complete  
2002-10-07 - Amendment to Use filed  
2002-10-07 - PAPER RECEIVED  
2002-05-07 - Noa Mailed - SOU Required From Applicant  
2002-02-12 - Published for opposition  
2002-01-23 - Notice of publication  
2001-12-14 - Approved for Pub - Principal Register (Initial exam)  
2001-11-20 - Assigned To Examiner  
2001-11-20 - Assigned To Examiner  
2001-11-14 - Assigned To Examiner

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Tracy-Gene G. Durkin

**Correspondent**

Tracy-Gene G. Durkin

Sterne, Kessler, Goldstein & Fox P.L.L.C

1100 New York Avenue, NW

Washington DC 20005

Phone Number: (202) 371-2600

Fax Number: (202) 371-2540

**Domestic Representative**

Preston C. Regehr

Phone Number: 801-805-3688

Fax Number: 8018528203

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## Trademark Assignment Abstract of Title

**Total Assignments: 6****Serial #:** 76303278**Filing Dt:** 08/22/2001**Reg #:** 2701266**Reg. Dt:** 03/25/2003**Registrant:** Chesebrough-Pond's Inc.**Mark:** SNUGGLE**Assignment: 1****Reel/Frame:** 3186/0419**Received:** 07/07/2005**Recorded:** 05/27/2005**Pages:** 13**Conveyance:** MERGER**Assignor:** CHESEBROUGH-POND'S INC.**Exec Dt:** 05/03/2005**Entity Type:** CORPORATION**Citizenship:** DELAWARE**Entity Type:** CORPORATION**Citizenship:** NEW YORK**Assignee:** CONOPCO, INC.

33 BENEDICT PLACE

GREENWICH, CONNECTICUT 06830

**Correspondent:** KENNETH LEONARD, ESQ.

UNILEVER

33 BENEDICT PLACE

GREENWICH, CT 06830

**Assignment: 2****Reel/Frame:** 3177/0626**Received:** 06/20/2005**Recorded:** 06/13/2005**Pages:** 12**Conveyance:** ASSIGNS THE ENTIRE INTEREST**Assignor:** CONOPCO, INC. DBA UNILEVER**Exec Dt:** 05/08/2005**Entity Type:** CORPORATION**Citizenship:** NEW YORK**Entity Type:** CORPORATION**Citizenship:** DELAWARE**Assignee:** UNILEVER SUPPLY CHAIN, INC.

1 JOHN STREET

CLINTON, CONNECTICUT 06413

**Correspondent:** ROWENA DELEON

UNILEVER

33 BENEDICT PLACE

GREENWICH, CT 06830

**Assignment: 3****Reel/Frame:** 3852/0862**Received:** 09/14/2008**Recorded:** 09/14/2008**Pages:** 23**Conveyance:** ASSIGNS THE ENTIRE INTEREST**Assignor:** UNILEVER SUPPLY CHAIN, INC.**Exec Dt:** 09/08/2008**Entity Type:** CORPORATION**Citizenship:** DELAWARE**Entity Type:** LIMITED LIABILITY  
COMPANY**Citizenship:** DELAWARE**Assignee:** SPOTLESS U.S. ACQUISITIONS LLC

15 W. SOUTH TEMPLE

SUITE 1400

SALT LAKE CITY, UTAH 84101

**Correspondent:** HAYLEY M. SMITH, SR. LEGAL ASSISTANT

KIRKLAND &amp; ELLIS LLP

153 EAST 53RD STREET

NEW YORK, NY 10022

**Assignment: 4**

**Reel/Frame:** 3870/0397      **Received:** 10/14/2008      **Recorded:** 10/14/2008      **Pages:** 13

**Conveyance:** FIRST LIEN GRANT OF SECURITY INTEREST IN TRADEMARK RIGHTS

**Assignor:** SPOTLESS U.S. ACQUISITIONS LLC

**Exec Dt:** 09/08/2008

**Entity Type:** LIMITED LIABILITY  
COMPANY

**Citizenship:** DELAWARE

**Assignee:** JPMORGAN CHASE BANK, N.A., AS ADMINISTRATIVE AGENT

P.O. BOX 2558  
HOUSTON, TEXAS 77252

**Entity Type:** NATIONAL BANKING  
ASSOCIATION

**Citizenship:** NONE

**Correspondent:** MINDY M. LOK, ESQ.  
SIMPSON THACHER & BARTLETT LLP  
425 LEXINGTON AVENUE  
NEW YORK, NY 10017

#### Assignment: 5

**Reel/Frame:** 3870/0410      **Received:** 10/14/2008      **Recorded:** 10/14/2008      **Pages:** 13

**Conveyance:** SECOND LIEN GRANT OF SECURITY INTEREST IN TRADEMARK RIGHTS

**Assignor:** SPOTLESS U.S. ACQUISITIONS LLC

**Exec Dt:** 09/08/2008

**Entity Type:** LIMITED LIABILITY  
COMPANY

**Citizenship:** DELAWARE

**Assignee:** JPMORGAN CHASE BANK, N.A., AS COLLATERAL AGENT

P.O. BOX 2558  
HOUSTON, TEXAS 77252

**Entity Type:** NATIONAL BANKING  
ASSOCIATION

**Citizenship:** NONE

**Correspondent:** MINDY M. LOK, ESQ.  
SIMPSON THACHER & BARTLETT LLP  
425 LEXINGTON AVENUE  
NEW YORK, NY 10017

#### Assignment: 6

**Reel/Frame:** 3999/0611      **Received:** 06/05/2009      **Recorded:** 06/05/2009      **Pages:** 9

**Conveyance:** ASSIGNS THE ENTIRE INTEREST

**Assignor:** SPOTLESS U.S. ACQUISITIONS LLC

**Exec Dt:** 06/02/2009

**Entity Type:** LIMITED LIABILITY  
COMPANY

**Citizenship:** DELAWARE

**Assignee:** THE SUN PRODUCTS CORPORATION

60 DANBURY ROAD  
WILTON, CONNECTICUT 06897

**Entity Type:** CORPORATION

**Citizenship:** DELAWARE

**Correspondent:** TRACY-GENE G. DURKIN  
1100 NEW YORK AVENUE, NW  
STERNE, KESSLER, GOLDSTEIN & FOX P.L.L.C  
WASHINGTON, DC 20005

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Web interface last modified: October 18, 2008 v.2.0.2

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**Int. Cl.: 28**

**Prior U.S. Cl.: 22**

**United States Patent and Trademark Office**

**Reg. No. 1,599,689**

**Registered June 5, 1990**

**TRADEMARK  
PRINCIPAL REGISTER**

**SNUGGLE**

**LEVER BROTHERS COMPANY (MAINE COR-  
PORATION)  
390 PARK AVENUE  
NEW YORK, NY 10022**

**FIRST USE. 10-1-1982; IN COMMERCE  
10-1-1982.**

**SER. NO. 73-560,386, FILED 9-26-1985.**

**FOR: TOY BEARS, IN CLASS 28 (U.S. CL. 22).**

**TERESA M. RUPP, EXAMINING ATTORNEY**

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**Serial Number:** 73560386 Assignment Information      Trademark Document Retrieval

**Registration Number:** 1599689

**Mark (words only):** SNUGGLE

**Standard Character claim:** No

**Current Status:** This registration has been renewed.

**Date of Status:** 2009-10-22

**Filing Date:** 1985-09-26

**Transformed into a National Application:** No

**Registration Date:** 1990-06-05

**Register:** Principal

**Law Office Assigned:** (NOT AVAILABLE)

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov)

**Current Location:** (NOT AVAILABLE)

**Date In Location:** 2009-10-22

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#### LAST APPLICANT(S)/OWNER(S) OF RECORD

---

1. THE SUN PRODUCTS CORPORATION

**Address:**

THE SUN PRODUCTS CORPORATION  
60 DANBURY ROAD  
WILTON, CT 06897  
United States

**Legal Entity Type:** Corporation

**State or Country of Incorporation:** Delaware

---

#### GOODS AND/OR SERVICES

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**International Class:** 028

**Class Status:** Active

TOY BEARS

**Basis:** 1(a)

**First Use Date:** 1982-10-01

**First Use in Commerce Date:** 1982-10-01

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**ADDITIONAL INFORMATION**

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(NOT AVAILABLE)

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**MADRID PROTOCOL INFORMATION**

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(NOT AVAILABLE)

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**PROSECUTION HISTORY**

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**NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.**

2009-10-22 - Second renewal 10 year

2009-10-22 - Section 8 (10-year) accepted/ Section 9 granted

2009-10-20 - TEAS Section 8 & 9 Received

2009-07-27 - Attorney Revoked And/Or Appointed

2009-07-27 - TEAS Revoke/Appoint Attorney Received

2009-06-10 - Automatic Update Of Assignment Of Ownership

2009-02-17 - Attorney Revoked And/Or Appointed

2009-02-17 - TEAS Revoke/Appoint Attorney Received

2008-12-08 - Case File In TICSRS

2008-10-22 - Assignment Of Ownership Not Updated Automatically

2008-09-17 - Automatic Update Of Assignment Of Ownership

2008-07-08 - Attorney Revoked And/Or Appointed

2008-07-08 - TEAS Revoke/Appoint Attorney Received

2006-04-28 - Attorney Revoked And/Or Appointed

2006-04-28 - TEAS Revoke/Appoint Attorney Received  
2006-04-11 - TEAS Change Of Correspondence Received  
2005-05-27 - PAPER RECEIVED  
2004-09-28 - TEAS Change Of Correspondence Received  
2001-04-07 - First renewal 10 year  
2001-04-07 - Section 8 (10-year) accepted/ Section 9 granted  
2000-11-28 - Combined Section 8 (10-year)/Section 9 filed  
1996-08-12 - Section 8 (6-year) accepted & Section 15 acknowledged  
1996-05-24 - Section 8 (6-year) and Section 15 Filed  
1990-06-05 - Registered - Principal Register  
1990-03-21 - Opposition terminated for Proceeding  
1990-02-15 - Opposition dismissed for Proceeding  
1987-01-15 - Opposition instituted for Proceeding  
1986-08-19 - Published for opposition  
1986-07-20 - Notice of publication  
1986-06-25 - Approved for Pub - Principal Register (Initial exam)  
1986-06-16 - Communication received from applicant  
1985-12-14 - Non-final action mailed  
1985-12-03 - Assigned To Examiner

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Tracy-Gene G. Durkin

**Correspondent**

Tracy-Gene G. Durkin

Sterne, Kessler, Goldstein & Fox P.L.L.C

1100 New York Avenue, N.W.

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**Domestic Representative**

Preston C. Regehr

Phone Number: 801-805-3688

Fax Number: 8018528203

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## Trademark Assignment Abstract of Title

## Total Assignments: 12

Serial #: 73560386

Filing Dt: 09/26/1985

Reg #: 1599689

Reg. Dt: 06/05/1990

Registrant: LEVER BROTHERS COMPANY

Mark: SNUGGLE

## Assignment: 1

Reel/Frame: 2104/0573

Received: 07/19/2000

Recorded: 06/15/2000

Pages: 4

Conveyance: CHANGE OF NAME

Assignor: LEVER BROTHERS COMPANY

Exec Dt: 06/30/1989

Entity Type: CORPORATION

Citizenship: MAINE

Entity Type: CORPORATION

Citizenship: MAINE

Assignee: CONOPCO, INC.  
390 PARK AVE  
NEW YORK, NEW YORK 10022Correspondent: UNILEVER HPC - USA  
ROWENA S. DE LEON  
33 BENEDICT PLACE  
GREENWICH, CT 06836

## Assignment: 2

Reel/Frame: 2163/0259

Received: 10/30/2000

Recorded: 09/01/2000

Pages: 4

Conveyance: CHANGE OF NAME

Assignor: LEVER BROTHERS COMPANY

Exec Dt: 06/30/1989

Entity Type: CORPORATION

Citizenship: MAINE

Entity Type: CORPORATION

Citizenship: MAINE

Assignee: CONOPCO, INC. (MAINE CORP.)  
390 PARK AVENUE  
NEW YORK, NEW YORK 10022Correspondent: UNILEVER HPC  
ROWENA S. DELEON  
4TH FLOOR  
33 BENEDICT PLACE  
GREENWICH, CT 06830

## Assignment: 3

Reel/Frame: 2104/0591

Received: 07/19/2000

Recorded: 06/15/2000

Pages: 8

Conveyance: MERGER

Assignor: CONOPCO, INC.

Exec Dt: 12/31/1989

Entity Type: CORPORATION

Citizenship: MAINE

Entity Type: CORPORATION

Citizenship: NEW YORK

Assignee: CHESEBROUGH - POND'S INC.  
33 BENEDICT PL  
GREENWICH, CONNECTICUTCorrespondent: UNILEVER HPC-USA  
ROWENA S. DELEON  
33 BENEDICT PLACE  
GREENWICH, CT 06836

## Assignment: 4



**Reel/Frame:** 2163/0272      **Received:** 10/30/2000**Recorded:** 09/01/2000**Pages:** 5**Conveyance:** MERGER AND CHANGE OF NAME**Assignor:** CONOPCO, INC.**Exec Dt:** 03/20/1990**Entity Type:** CORPORATION**Citizenship:** MAINE**Entity Type:** CORPORATION**Citizenship:** NEW YORK**Assignee:** CONOPCO, INC. (NY CORP.)  
390 PARK AVENUE  
NEW YORK, NEW YORK 10022**Correspondent:** UNILEVER HPC  
ROWENA S. DELEON  
4TH FLOOR  
33 BENEDICT PLACE  
GREENWICH, CT 06830**Assignment: 5****Reel/Frame:** 2104/0577      **Received:** 07/19/2000**Recorded:** 06/15/2000**Pages:** 8**Conveyance:** CHANGE OF NAME**Assignor:** CHESEBOROUGH-PONDS INC.**Exec Dt:** 12/31/1999**Entity Type:** CORPORATION**Citizenship:** NEW YORK**Entity Type:** CORPORATION**Citizenship:** NEW YORK**Assignee:** CONOPCO, INC.  
33 BENEDICT PL  
GREENWICH, CONNECTICUT 06830**Correspondent:** UNILEVER HPC - USA  
ROWENA S. DELEON  
38 BENEDICT PLACE  
GREENWICH, CT 06836**Assignment: 6****Reel/Frame:** 2910/0053      **Received:** 02/09/2004**Recorded:** 02/03/2004**Pages:** 2**Conveyance:** ASSIGNS THE ENTIRE INTEREST**Assignor:** CONOPCO, INC. DBA LEAVER BROTHERS COMPANY**Exec Dt:** 12/31/1999**Entity Type:** CORPORATION**Citizenship:** NEW YORK**Entity Type:** CORPORATION**Citizenship:** DELAWARE**Assignee:** CHESEBROUGH-POND'S INC.  
501 SILVERSIDE ROAD  
WILMINGTON, DELAWARE 19809**Correspondent:** UNILEVER HPC  
ROWENA DELEON  
33 BENEDICT PLACE  
GREENWICH, CT 06830**Assignment: 7****Reel/Frame:** 3186/0419      **Received:** 07/07/2005**Recorded:** 05/27/2005**Pages:** 13**Conveyance:** MERGER**Assignor:** CHESEBROUGH-POND'S INC.**Exec Dt:** 05/03/2005**Entity Type:** CORPORATION**Citizenship:** DELAWARE**Entity Type:** CORPORATION**Citizenship:** NEW YORK**Assignee:** CONOPCO, INC.  
33 BENEDICT PLACE  
GREENWICH, CONNECTICUT 06830**Correspondent:** KENNETH LEONARD, ESQ.  
UNILEVER  
33 BENEDICT PLACE  
GREENWICH, CT 06830**Assignment: 8****Reel/Frame:** 3177/0626      **Received:** 06/20/2005**Recorded:** 06/13/2005**Pages:** 12

**Conveyance:** ASSIGNS THE ENTIRE INTEREST

**Assignor:** CONOPCO, INC. DBA UNILEVER

**Exec Dt:** 05/08/2005

**Entity Type:** CORPORATION

**Citizenship:** NEW YORK

**Assignee:** UNILEVER SUPPLY CHAIN, INC.

1 JOHN STREET  
CLINTON, CONNECTICUT 06413

**Entity Type:** CORPORATION

**Citizenship:** DELAWARE

**Correspondent:** ROWENA DELEON  
UNILEVER  
33 BENEDICT PLACE  
GREENWICH, CT 06830

#### Assignment: 9

**Reel/Frame:** 3852/0862

**Received:** 09/14/2008

**Recorded:** 09/14/2008

**Pages:** 23

**Conveyance:** ASSIGNS THE ENTIRE INTEREST

**Assignor:** UNILEVER SUPPLY CHAIN, INC.

**Exec Dt:** 09/08/2008

**Entity Type:** CORPORATION

**Citizenship:** DELAWARE

**Assignee:** SPOTLESS U.S. ACQUISITIONS LLC

15 W. SOUTH TEMPLE  
SUITE 1400  
SALT LAKE CITY, UTAH 84101

**Entity Type:** LIMITED LIABILITY  
COMPANY

**Citizenship:** DELAWARE

**Correspondent:** HAYLEY M. SMITH, SR. LEGAL ASSISTANT  
KIRKLAND & ELLIS LLP  
153 EAST 53RD STREET  
NEW YORK, NY 10022

#### Assignment: 10

**Reel/Frame:** 3870/0397

**Received:** 10/14/2008

**Recorded:** 10/14/2008

**Pages:** 13

**Conveyance:** FIRST LIEN GRANT OF SECURITY INTEREST IN TRADEMARK RIGHTS

**Assignor:** SPOTLESS U.S. ACQUISITIONS LLC

**Exec Dt:** 09/08/2008

**Entity Type:** LIMITED LIABILITY  
COMPANY

**Citizenship:** DELAWARE

**Assignee:** JPMORGAN CHASE BANK, N.A., AS ADMINISTRATIVE AGENT

P.O. BOX 2558  
HOUSTON, TEXAS 77252

**Entity Type:** NATIONAL BANKING  
ASSOCIATION

**Citizenship:** NONE

**Correspondent:** MINDY M. LOK, ESQ.  
SIMPSON THACHER & BARTLETT LLP  
425 LEXINGTON AVENUE  
NEW YORK, NY 10017

#### Assignment: 11

**Reel/Frame:** 3870/0410

**Received:** 10/14/2008

**Recorded:** 10/14/2008

**Pages:** 13

**Conveyance:** SECOND LIEN GRANT OF SECURITY INTEREST IN TRADEMARK RIGHTS

**Assignor:** SPOTLESS U.S. ACQUISITIONS LLC

**Exec Dt:** 09/08/2008

**Entity Type:** LIMITED LIABILITY  
COMPANY

**Citizenship:** DELAWARE

**Assignee:** JPMORGAN CHASE BANK, N.A., AS COLLATERAL AGENT

P.O. BOX 2558  
HOUSTON, TEXAS 77252

**Entity Type:** NATIONAL BANKING  
ASSOCIATION

**Citizenship:** NONE

**Correspondent:** MINDY M. LOK, ESQ.  
SIMPSON THACHER & BARTLETT LLP  
425 LEXINGTON AVENUE  
NEW YORK, NY 10017

#### Assignment: 12

**Reel/Frame:** 3999/0611      **Received:** 06/05/2009**Recorded:** 06/05/2009**Pages:** 9**Conveyance:** ASSIGNS THE ENTIRE INTEREST**Assignor:** SPOTLESS U.S. ACQUISITIONS LLC**Exec Dt:** 06/02/2009**Entity Type:** LIMITED LIABILITY  
COMPANY**Citizenship:** DELAWARE**Assignee:** THE SUN PRODUCTS CORPORATION60 DANBURY ROAD  
WILTON, CONNECTICUT 06897**Entity Type:** CORPORATION**Citizenship:** DELAWARE**Correspondent:** TRACY-GENE G. DURKIN  
1100 NEW YORK AVENUE, NW  
STERNE, KESSLER, GOLDSTEIN & FOX P.L.L.C  
WASHINGTON, DC 20005

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